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STATEMENT BY APPLICANT
(as many sheets as necessary)

Sheet

1 of 2

Complete if Known

Application Number: 10/750,451
 Filing Date: December 31, 2003
 First Named Inventor: Ross KONINGSTEIN
 Group Art Unit: 2611
 Examiner Name: Not yet assigned

Attorney Docket No.: Google-41 (GP-099-00-US)

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Examiner Initials*	Cite No. ¹	U.S. Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear
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1 Unique citation designation number. 2 See attached kinds of U.S. Patent Documents. 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16, if possible. 6 Applicant is to place a check mark here if English language translation is attached.

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Application Number: 10/750,451 Filing Date: December 31, 2003 First Named Inventor: Ross KONINGSTEIN Group Art Unit: 2611 Examiner Name: Not yet assigned
Sheet	2	of	2	Attorney Docket No.: Google-41 (GP-099-00-US)

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS				
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source		
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<i>MB</i>	BN	"Acronym KeyWord? Search Engine Keyword Advertising," downloaded from http://www.acronym.com/html/ppc.html , 1 pg.		
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<i>MB</i>	BP	"Google AdWords Keyword Match Advertising," downloaded from http://www.searchenginejournal.com/index.php?p=347&c=1 , 2 pgs.		
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<i>MB</i>	BR	Fortanet, I., Palmer, J.C., Posteguillo, S., "Netvertising: content-based subgeneric variations in a digital genre," System Sciences, 1998, Proceedings of the Thirty-First Hawaii International Conference on IEEE, (January 6-9 1998) 1 pg.		

Examiner Signature	<i>M2A</i>	Date Considered	<i>9-6-05</i>
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